

Companies

American Express
Travel Related Services
Company Inc.

- Social policy

Product Categories

Nonbank Credit Card
Firms

Topics

Credit card industry

- Social policy

Ticker Symbols

AXP

SIC Codes & Descriptions

6141 Personal credit
institutions

Publication Information

NEW YORK, Oct. 29 /PRNewswire/ -- Reaffirming its strong commitment to fighting hunger in the United States, **American Express** on November 1 will launch into the fourth year of its **Charge Against Hunger** campaign. Each time any **American Express(R)** Card is used to make a purchase from November 1 through December 31, **American Express** will donate three cents from every transaction to Share Our Strength, one of the nation's leading anti-hunger organizations, up to \$5 million.(a) The expanded 1996 efforts also comprise new elements for participating merchants and for consumers to learn about hunger relief and how to get more involved.

This year's **American Express Charge Against Hunger** program includes a way for Cardmembers to become more active in the fight against hunger. **American Express** has established a toll-free number to provide general information on the program and how individuals may participate. By calling 1-888-8TOGIVE, consumers can find out about **Charge Against Hunger**, where donated funds have been distributed in the past, and how to make a contribution to **Charge Against Hunger** on the **American Express** Card. As in year past, all funds raised go back to the local communities through anti-hunger agencies.

In addition, it will be easier for consumers to identify and patronize those merchants who are getting more involved by matching or exceeding **American Express'** per transaction donation. Over the past three years, merchants have contributed additional funds to the campaign. This year, to acknowledge and thank merchants for their additional support, **American Express** has introduced a special **Charge Against Hunger** decal.

There are other ways that merchants can participate. Hundreds of merchants throughout the country will also be hosting shopping nights or food- and fund-raising events. For example, in New York, up to 400 restaurants and retailers are expected to participate in the **American Express "Get A Charge Out of Giving"** program as part of the **Charge Against Hunger** campaign to raise food, funds and awareness. Introduced last year, the '96 event has expanded from one to four days and now includes retailers as well as restaurants.

The **American Express Charge Against Hunger** campaign was launched in partnership with Share Our Strength in 1993 to help fight hunger in the United States. Since then, over \$16 million has been raised and distributed in the form of grants to more than 400 anti-hunger organizations throughout the country, which in turn, has helped to provide over 150 million pounds of food to people in need. This represents one of the largest corporate contributions ever made to help the more than 20 million Americans who suffer from hunger.

"**American Express** is committed to reinvesting its human and financial resources back into the communities we serve," said David House, president of the Establishment Services Worldwide Division of **American Express Travel Related Services Company, Inc.** "I am particularly proud of our employees around the U.S. who have volunteered their time and services to host events, staff soup kitchens and coordinate food drives in their communities. Additionally, we believe that the partnerships we have established and continue to enrich with Share Our strength, our merchants and Cardmembers are model programs for how businesses and non-profit organizations can work together to solve problems that affect us all."

Funds from the **American Express Charge Against Hunger** campaign will be distributed by Share Our Strength in the form of grants to a variety of anti-hunger organizations in all 50 states. The grants will reach Americans through local initiatives which are targeted to provide food assistance, nutrition education, and long-term preventative measures. For example, past recipients have included:

In Boston, the Children's Hospital has received \$150,000 to establish the Boston City Hospital Failure to Thrive Clinic.

In New York, the Children's Health Fund has received \$870,000 to support the Health and Nutrition Action Initiative, a national model to improve the health and nutrition of homeless

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and indigent children, as well as the Initiative's Mobil Medical Van, which provides primary medical healthcare, including nutrition education, to malnourished children and their families living in New York City homeless shelters.

In Philadelphia, \$28,000 has been provided to Philabundance to help provide food and workshops on nutrition, safe food handling and cooking to residents in city public housing developments.

In Washington, D.C., DC Hunger Action has received \$57,000 to increase participation in the School Breakfast and Summer Food Service programs.

In Miami, the Daily Bread Food Bank has received \$10,000.

In Chicago, the Greater Chicago Food Depository has received \$30,000 for general operating support for the prepared and perishable food rescue program.

In San Francisco, \$62,000 has been provided to California Food Policy Advocates to improve and expand Summer Food Service Programs in California.

"We applaud **American Express** for their initiative and their commitment to helping us achieve our goals," said Bill Shore, executive director of Share Our Strength. "SOS and the recipients of this funding are working to meet immediate needs for food as well as attack the root causes of **hunger**. **Charge Against Hunger** is a vital part of efforts around the country to combat the hunger problem in the United States."

Share Our Strength is the nation's leading anti-hunger organization that mobilizes individuals to contribute their talents to fight hunger. Since its founding in 1984, Share Our Strength has distributed more than \$30 million in grants to over 800 anti-hunger organizations in the U.S., Canada and around the world.

American Express Travel Related Services Company, Inc., is a wholly owned subsidiary of the **American Express** Company -- a diversified worldwide travel and financial services company founded in 1850. It is a leader in charge and credit cards, stored value products, travel, financial planning, investment products, insurance and international banking.

(a) **American Express** and its marketing partners will donate up to

\$5,000,000 to Share Our Strength based on 3 cents per Card purchase and other transactions and contributions, between 11/1/96 and 12/31/96. This donation is not tax deductible for Cardmembers.

SOURCE **American Express** Travel Related Services Company, Inc.

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10/29/96

/NOTE TO EDITORS: A copy of the **Charge Against Hunger** Matching Partner decal is available via NewsCom, 213-346-8555 or on the Internet at <http://www.newscom.com/>

/CONTACT: Cheryl Gregorio Endres or Paul Hagel, both of M. Silver Associates, 212-754-6500, or Greg Tarmin of **American Express**, 212-640-4428, or Bronagh Mullan of Share Our Strength, 202-393-2925/

(AXP)

CO: **American Express** Travel Related Services Company, Inc. ST: New York IN: LEI FIN
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**Directory Records of
Companies in this Article****Companies****American Express Co.**

- Contributions, gifts,
etc.

Product Categories**Nonbank Credit Card
Firms****Topics****Credit card industry**

- Contributions, gifts,
etc.

Ticker Symbols**AXP****SIC Codes &
Descriptions****6141 Personal credit
institutions****Publication Information****Amex begins 3d year of donations for food.**

(American Express Co. contributes to Charge Against Hunger)(Brief Article)

American Banker, Nov 7, 1995 v160 n215 p16(1)

Full Text

Charge Against Hunger, an American Express Co. initiative that raises money for needy people in the United States, began its third year this month.

Through Dec. 31, **American Express** will donate 3 cents of every purchase made with an **American Express** card to Share Our Strength, which distributes the money to 250 organizations working

to fight hunger. American Express will donate up to \$5 million,

and approximately 350 merchants that accept **American Express** said they will also contribute 3 cents per transaction.

Since 1993 **American Express** has contributed \$10 million to this cause. Participating merchants have contributed \$700,000.

"Our goal for 1995 is to create additional alliances for our **Charge Against Hunger** campaign in the retail sector and increase donations," said Liza Graves, **American Express'** Western Regions vice president and general manager.

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**Directory Records of
Companies in this Article****Companies****American Express Co.**

- Social policy

Product Categories**Nonbank Credit Card
Firms****Retail Stores****American Express campaign helps drive holiday sales for retailers while fighting hunger in the United States; Thousands of merchants throughout the country participating in Charge Against Hunger.**

Business Wire, Nov 1, 1995 p11011175

Full Text

NEW YORK--(BUSINESS WIRE)--Nov. 1, 1995--How do businesses help solve a problem that touches their communities, rally employee support, involve customers--and make a profit--during the competitive holiday shopping season?

One answer is to create cause-related partnerships with other businesses that are easy to execute and impactful.

What makes **American Express' Charge Against Hunger** so effective is the simplicity with which merchants and Cardmembers can get involved and contribute. Each time an

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6/9/98 8:32 AM

Retail StoresTopicsCredit card industry

- Social policy

Retail industry

- Social policy

Ticker SymbolsAXPSIC Codes & Descriptions6141 Personal credit institutionsPublication Information

American Express(R) Card is used to make a purchase between November 1 and December 31, **American Express** will donate three cents to Share Our Strength, one of the nation's largest anti-hunger organizations, up to \$5 million.

Throughout the country, retailers from clothing stores such as Century 21 in New York and specialty stores such as Wilkes Bashford in San Francisco, to entire shopping districts such as Boston's Newbury Street, are participating in record numbers in **American Express** and Share Our Strength's **Charge Against Hunger** campaign. The reason? It is good for business.

In a survey conducted by Leo J. Shapiro and Associates for the Second Harvest National Food Bank Network, 82 percent of respondents said that if they knew that a particular company was making a large donation to hunger relief, they would be encouraged to buy their products. In addition, according to a recent consumer holiday survey from **American Express**, 72 percent of consumers expected to make a charitable donation this holiday season.

By using the **American Express** Card, consumers automatically help provide meals for people who are hungry. At the end of the campaign, Share Our Strength will distribute the funds raised in the form of grants to some 250 organizations working to fight hunger in communities across the country.

The **Charge Against Hunger** campaign was launched by **American Express** and Share Our Strength in 1993 to help fight hunger. In the past two years, **American Express**, with the help of thousands of Cardmembers, and merchants nationwide, has raised \$10.7 million for Share Our Strength. Of that amount, \$700,000 has been raised by merchants alone.

During the campaign, all merchants participate simply by accepting the **American Express** Card, while many choose to get more involved by matching or exceeding **American Express'** per transaction donation, hosting shopping nights or food and fund-raising events, participating in advertising and marketing programs, or simply displaying point-of-purchase cards and decals. Some of the ways that merchants across the country are participating beyond simply accepting the card are:

In Boston, **American Express** is presenting this year's "Holiday Stroll for **Charge Against Hunger**" on Newbury Street which includes a wreath and menorah auction, street-lighting ceremony and 20 Newbury Street merchants matching the three cent donation per transaction. At Faneuil Hall, **American Express** employees are hosting a gift-wrapping booth with proceeds being donated to Share Our Strength.

In New York, Century 21 will host a special shopping night and a canned food drive, while up to 400 restaurants are expected to participate in **American Express'** "Giving Never Tasted So Good" dining program on November 15 to raise food, funds and awareness. Then on November 18, **American Express** will join with New York Magazine and Red Apple Supermarkets to donate Thanksgiving turkeys to a local soup kitchen based on the total number of runners who surpass specific male and female finishing times in the inaugural **American Express** Turkey Classic. All runners and spectators are encouraged to bring cans of food to the event for collection by an **American Express**-sponsored City Harvest truck.

In San Francisco, both Wilkes Bashford and Gumps will host **Charge Against Hunger** shopping nights in December while Timberland, Bullock & Jones and Lombardi Sports will all make special offers to Cardmembers.

In Phoenix, twenty local restaurants will match **American Express'** three cents per transaction donation each time the card is used to purchase a meal in their establishment during November and December.

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In Salt Lake City, Dan's Food Stores is including **Charge Against Hunger** in their print advertising for all six locations to further heighten campaign awareness and encourage shoppers to buy their groceries with the **American Express Card**.

And in the Southwest, Neiman Marcus will contribute a portion of the total sales proceeds from its Neiman Marcus Holiday Express Train to **Charge Against Hunger**. The Holiday Express Train will make an innovative shopping tour of San Antonio, New Orleans, Jackson, Mi., Memphis, Nashville, Louisville, Cincinnati, Pittsburgh, Cleveland and Indianapolis. In each city, shoppers will have the chance to purchase Neiman Marcus's fine quality merchandise aboard the beautifully restored Orient Express passenger train.

Share Our Strength is the nation's leading anti-hunger organization that mobilizes industries and individuals to contribute their talents to fight hunger.

Current **American Express** research shows that based on the way **American Express** Cardmembers use **American Express** Cards, Cardmembers can put 86% on their plastic spending on the **American Express Card**. **American Express** is signing up new merchants to accept the **American Express Card** at the rate of one every two minutes.

American Express Travel Related Services Company, Inc., is a wholly-owned subsidiary of the **American Express Company** -- a diversified worldwide travel and financial services company founded in 1850. It is a leader in charge and credit cards, Travelers Cheques, travel, financial planning, investment products, insurance and international banking.

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AMERICAN EXPRESS PRESENTS THE CHARGE AGAINST HUNGER/NATURAL WONDER TOUR

PR Newswire, Dec 27, 1994 p1227NY032

**Directory Records of
Companies in this Article**

Companies

**American Express
Travel Related Services
Company Inc.**

- Public relations

Product Categories

Travel Agents

Full Text

Stevie Wonder, Backed by a 33-Piece Orchestra,

To Tour Nationally From Dec. 31, 1994 - Jan. 28, 1995

NEW YORK, Dec. 27 /PRNewswire/ -- **American Express** today announced it will present Stevie Wonder in the national **Charge Against Hunger/Natural Wonder Tour**, beginning December 31 and January 1 at the Fox theatre in Detroit. Following the Detroit performances, Stevie Wonder will perform, backed by a 33-piece orchestra, for one night in each of the following cities: Boston (Jan. 3 at the Wang Center for the Performing Arts); Washington, D.C. (Jan. 5 at Constitution Hall); Phoenix (Jan. 12 at the Gammage theatre); Los Angeles (Jan. 14 at the Universal Amphitheatre); San Francisco (Jan. 16 at the

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TopicsTravel agents

- Public relations

Ticker SymbolsAXP**Publication Information**

Los Angeles (Jan. 14 at the Universal Amphitheatre); San Francisco (Jan. 16 at the Paramount theatre in Oakland); Denver (Jan. 19 at the Paramount theatre); Chicago (Jan. 22 at the Arie Crown theatre); New York (Jan. 24 at Radio City Music Hall); Miami (Jan. 28 at the Knight Center during Superbowl weekend); and Atlanta (Jan. 30 at the Fox theatre).*

The tour precedes the March 21 release of Stevie Wonder's latest album, "Conversation Peace." Featured on the album is the song "Take the Time Out," the anthem of **Charge Against Hunger**, the hunger relief partnership formed in 1993 by **American Express** and Share Our Strength. A portion of the proceeds of the release of "Take the Time Out" as a single and/or the song within the album will be donated by Stevie Wonder and Motown to Share Our Strength.

Stevie Wonder summed up his commitment to the cause this way: "Hearts ache 'cause bodies still hunger. I think it's time to love someone."

Ken Chenault, President of **American Express** Travel Related Services - USA, said, "We are very grateful to Stevie Wonder for his commitment to this important cause. With his help last year, we raised \$5.3 million for hunger relief which Share Our Strength distributed to over 250 local hunger relief and prevention organizations. Stevie is helping us to make a difference in people's lives."

Jheryl Busby, President/CEO of Motown Records, added, "Stevie Wonder is one of the world's most important and well-known entertainers. We at Motown Records are proud to join Stevie as he re-pledges himself to Share Our Strength. I applaud **American Express** for their lead in this important **Charge Against Hunger** program. Children are the world's most valuable resource and through this program countless youngsters will be helped."

On November 1, **American Express** and Share Our Strength, one of America's largest private, nonprofit sources of funds for hunger relief and prevention, launched the second **Charge Against Hunger** campaign to fight hunger in America. **Charge Against Hunger** unites Cardmembers, merchants and employees in a high-profile fundraising, awareness and volunteer effort.

Through December 31, **American Express** Travel Related Services Company, Inc. will donate three cents to Share Our Strength each time the **American Express** Card is used, with the goal of raising up to \$5 million to provide food assistance, nutrition education and long-term preventative measures to the fastest growing segment of hungry Americans — young children and their families. That message is currently being brought into living rooms across the country through a commercial featuring Stevie Wonder and his song, "Take the Time Out."

"The **Charge Against Hunger** partnership between **American Express** and Share Our Strength not only fed millions of hungry Americans, but showed millions of others how to help in their communities," said Bill Shore, founder and executive director of Share Our Strength. "With the funds raised this year, we will increase what we were able to do last year and continue breaking down the cycle of hunger through teaching and empowerment."

The Four Seasons Hotel in Washington, D.C. and Boston, and the Ritz-Carlton in Chicago will sponsor accommodations for Stevie Wonder and his band.

Share Our Strength works to alleviate and prevent hunger throughout the United States and the world. With the help of thousands of volunteers, SOS fights hunger through grant distribution, public education, community outreach and direct service. Founded in 1984, SOS has become one of the nation's leading hunger relief and prevention organizations.

American Express Travel Related Services Company, Inc. is a family of travel, financial, insurance and communications businesses, and a wholly owned subsidiary of **American Express** Company (NYSE: AXP).

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* Performance dates and venues subject to change.

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CO: American Express Travel Related Services Company, Inc. ST: New York, Michigan
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Directory Records of Companies in this Article

Companies

Kmart Corp.

- Contributions, gifts, etc.

Melville Corp.

- Contributions, gifts, etc.

American Express Co.

- Contributions, gifts, etc.

Product Categories

5912000 Drug Stores

6141000 Nonbank Credit Card Firms

5331200 Discount Stores

Topics

Discount stores

- Contributions, gifts, etc.

Credit and debit card industry

- Contributions, gifts, etc.

Drugstores

- Contributions, gifts, etc.

Kmart and Melville lead merchant partners in 1994 Charge Against Hunger.

Business Wire, Dec 12, 1994 p12121303

Full Text

NEW YORK--(BUSINESS WIRE)--Dec. 12, 1994--Companies such as Kmart, Melville Corp., United Colors of Benetton, Williams Sonoma and a host of others in the retail, restaurant and travel industries have joined the 1994 **Charge Against Hunger**.

Since November 1, the Melville Corporation, comprised of CVS, Marshall's, Thom McAn, Bob's, This End Up Furniture, Linen's 'n Things, Wilson's, FootAction and Kay-Bee Toys has been donating three cents per **American Express** Card transaction to **Charge Against Hunger** at all stores.

Since November 27, Kmart has been donating five cents per Card transaction at all 2300 stores nationwide up to a total of \$250,000. At the mid-way point of the two-month national campaign, **American Express** has already raised close to \$3 million of its \$5 million goal. The generous corporate contributions of merchant partners will allow **American Express** to raise additional funds above the company's pledged \$5 million goal.

Through December 31, **American Express** will donate three cents to Share Our Strength (SOS), one of the nation's largest nonprofit hunger relieve and prevention organizations, each time the **American Express** Card is used with a goal of raising \$5 million. **American Express'** projected two-year contribution of \$10 million represents the largest corporate commitment to fighting hunger ever made in this country. From small independent businesses to large corporations, all Card-accepting establishments are participating in the **Charge Against Hunger** because **American Express** makes a donation each time the Card is used.

"The overwhelming support of all of our merchant partners is critical to the success of **Charge Against Hunger**," said Thomas O. Ryder, president, Establishment Services Worldwide, **American Express** Travel Related Services Co. Inc. (TRS) "Whether merchants choose to match or exceed our per transaction donation, or simply put a decal in the window, they all play an important role in raising consumer awareness of the problem of hunger in America."

"We decided to participate in **Charge Against Hunger** for a second year both because of

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Ticker SymbolsKMMESAXP**SIC Codes & Descriptions**5912 Drug stores and proprietary stores6141 Personal credit institutions5331 Variety stores**Publication Information**

"We decided to participate in **Charge Against Hunger** for a second year both because of the positive impact it has on families and children in communities across the country, and the feedback from our employees about Kmart's involvement," said Mike Wellman, Kmart's vice president of marketing. "Knowing that we are part of a solution to a problem that is bigger than ourselves has made us proud to accept the **American Express Card** and our customers proud to use it."

In 1993, the **Charge Against Hunger** campaign raised \$5.3 million, which SOS distributed to more than 250 local hunger relief organizations to provide food assistance, nutrition education and long-term preventative measures to the fastest growing segment of hungry Americans--young children and their families.

"We are thrilled to be part of a program which supports such a worthwhile cause, and pleased that all of our nine divisions will be matching **American Express'** three cents per transaction donation at all Melville locations during this year's campaign," said Jerry Politzer, executive vice president Melville Corp. "Throughout the organization, our employees enthusiastically responded to the opportunity to help fight hunger alongside **American Express.**"

Share Our Strength works to alleviate and prevent hunger throughout the United States and the world. With the help of thousands of volunteers, SOS fights hunger through grant distribution, public education, community outreach and direct service.

American Express Travel Related Services Co. Inc. is a family of travel, financial, insurance and communications businesses, and a wholly owned subsidiary of **American Express Company**.

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